

WHAT IS AUGMENTED REALITY ON SOCIAL MEDIA?



Augmented reality (AR) is an innovative form of technology that enhances the physical world with computer-generated graphics that respond in real time to changes in the environment. Pokémon Go placing Pikachu right in front of you, a Snapchat lens giving you dog ears, the Mucinex mucus monster dancing in your TikTok—these are all different examples of AR engagements on social media.



SNAPCHAT

Leading the AR craze, Snapchat users have continued to expand their use of AR on the platform, with over 250 million people engaging with these elements daily. Notably, Snapchat has seen more than 2.5 million **Lenses** created by over 250,000 users, highlighting its powerful customization to bolster in-app engagement. Recent **studies** have further highlighted how effective AR ads on Snapchat are—interactive entertainment lenses boost brand perception and memorability 9% more than video ads.

HCP OPPORTUNITIES

Snapchat's steady growth means that it's no longer majority Gen Z and Millennials—over 52% of users are 25 years or older. Pharma brands can tap into all of Snapchat's advertising offerings; however, the most innovative opportunities can be found in the "Camera Lens" products for AR filters and lenses.



TIKTOK

AR has played a key role in fueling TikTok's recent rise in popularity—the platform has leaned on these visual effects to grow its user base. In August 2021, they introduced **Effect House** as a beta test to give creators expanded creativity in building their own AR effects based on templates to simplify this initiative. Although this feature has yet to be rolled out universally, it has already been used by more than 450 creators in over 1.5 billion videos globally.

HCP OPPORTUNITIES

Like Snapchat, TikTok is more than young people posting dancing videos. Currently, over 3 million of its American user base are self-identified healthcare professionals. The platform's Branded Effect tool allows for unique engagement through filters, stickers, and special effects.



META

Like Snapchat, Meta sees most of its AR applications in the 1 billion+ stories created daily across Facebook and Instagram. Users can implement interactive filters and effects through these channels and can even create their own through Meta's **Spark AR** studio.

HCP OPPORTUNITIES

Whether this technology is leveraged to bring to life disease awareness initiatives or branded activations, there is a large appetite for AR across Meta's applications. From 2019 to 2020, Facebook saw a 52% increase in AR-related groups, which discuss the technology's application across a variety of industries. While Meta's AR technology is similar to Snapchat's, it offers a wider-reaching user base, with over 3 billion monthly active users compared to Snapchat's 557 million.

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